

# If the price is right, ransomware wins



Ransomware has emerged as one of the most lucrative and popular techniques cybercriminals are using against both businesses and consumers.



Cybercriminals are on track to make nearly \$1 billion through ransomware in 2016<sup>1</sup>



Nearly 40% of all spam emails sent contained ransomware in 2016<sup>2</sup>

Ransomware is effective, but not everyone pays.

Businesses pay. Consumers balk. But if the price is right, hackers get paid.<sup>3</sup>

## Consumers



**50+%** of consumers would not pay a ransom to get their data back.



**\$100** Maximum price they were willing to pay.



**55%** of parents would pay to get their photos back, while 39% of non-parents would.

## Business executives



**70%** of executives who were a victim of ransomware paid to resolve the hack.

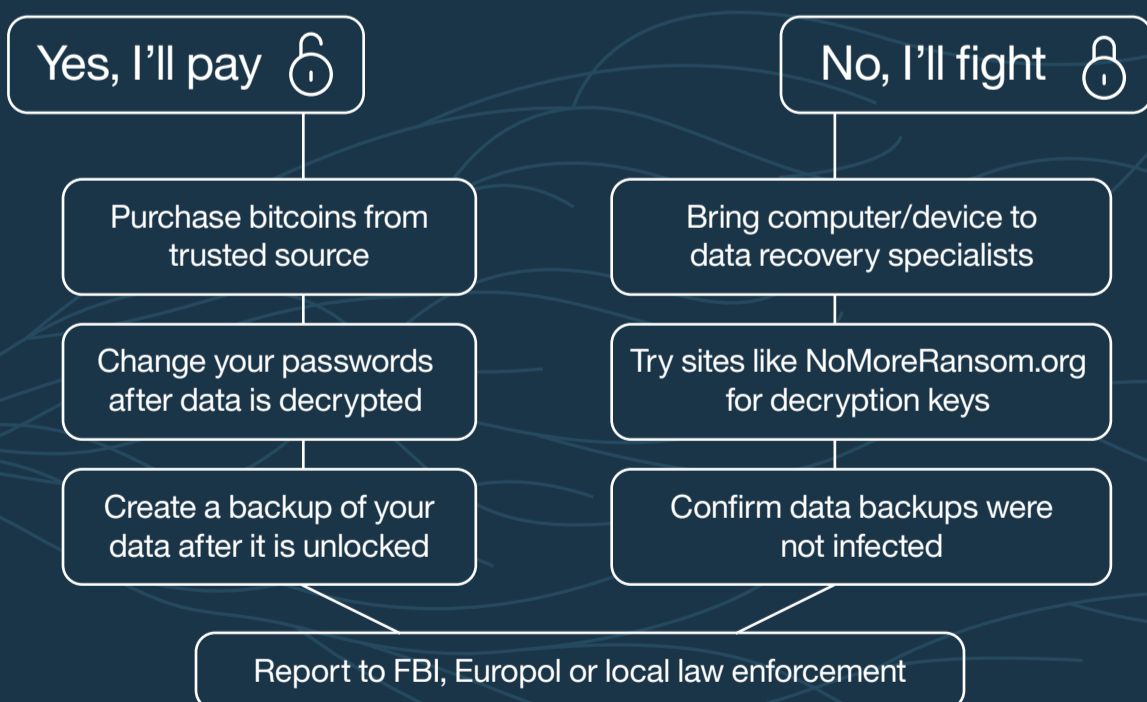


**50%** of those paid over \$10,000 and 20% paid over \$40,000.



**≈ 60%** of executives would pay to get data back from hackers.

Do you want to pay? Law enforcement suggests you don't, but here are your options.



For more information on ransomware and IBM Security, visit: [ibm.com/security/xforce/research.html](http://ibm.com/security/xforce/research.html)



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<sup>1</sup> Reuters, Ransomware: Extortionist hackers borrow customer-service tactics <http://www.reuters.com/article/us-usa-cyber-ransomware-idUSKCN0X917X>

<sup>2</sup> IBM X-Force <http://bit.ly/2hboUuL>

<sup>3</sup> IBM X-Force, Ransomware: How Consumers and Businesses Value Their Data, [ibm.com/security/xforce/research.html](http://ibm.com/security/xforce/research.html)

